

NEWS RELEASE



Waterford at Fairway Village

FOR IMMEDIATE RELEASE

January 8, 2009

For more information:

Kim Lehman

(360) 433-6400

KAL@Touchmark.com

Take fall reduction to the next step

VANCOUVER, Wash. — The Centers for Disease Control and Prevention has noted that each year, one in three adults 65 and older falls. At this rate, by 2020, the annual cost of fall injuries is expected to reach nearly \$55 billion (in 2007 dollars).

On **Tuesday, Jan. 20**, Touchmark Vice President of Wellness & Programs Marge Coalman, Ed.D., will present “Fall Reduction: Next Steps” at 1:30 and 5:30 p.m. There is no charge for the presentations, which are open to the public. They will be held at Waterford at Fairway Village, 2911 S.E. Village Loop in Vancouver. To ensure adequate seating, people are asked to call (360) 433-6400 to reserve a spot.

Touchmark is Waterford at Fairway Village’s parent company. In 2007, the Touchmark Fall Reduction and Awareness Program was one of 10 national programs identified by the Falls-Free Coalition for creative programs and practices in home assessment and modification. The award-winning program is designed to educate and inform people of all ages how they can avoid falls.

“The essence of the program is the partnership created with people to enhance balance and mobility and support independence—thus reducing the risk of falls,” says Coalman.

At Touchmark, Coalman is responsible for developing and implementing programs that enrich people’s lives through customized physical, intellectual and spiritual activities. Additionally, she provides support and oversight for Touchmark’s Assisted Living and Memory Care programs.

In addition to the Fall Reduction and Awareness Program, another program under Coalman’s direction has received national attention. In 2008, the Health Promotion Institute presented Touchmark with a Best Practice award for Let Your Spirit Soar, a component of Touchmark’s Life Enrichment/Wellness program.

Coalman received her doctorate in Education from Oregon Health Sciences University and holds a master’s degree in Education from Portland State University. Her bachelor’s degree is in Physical Therapy from the University of Washington.

A guest professor for Oregon State University, Portland State University and the Oregon

- more -

Gerontological Association, Coalman is sought internationally as a conference speaker. She also is a contributing journalist to the International Council on Active Aging as well as a course developer and master trainer for the Oregon Health Care Association.

The Waterford Health & Fitness Club caters specifically to the needs of active, 40-plus adults, and membership is open to all residents of the greater Clark County area. The club includes heated indoor pool and spa, exercise room with specialized equipment, professional staff plus personalized programs and classes. Visit WaterfordVancouver.com for more information.

- end -

SIDEBAR

Ten tips to help reduce falls

1. Begin/maintain a regular fitness program
2. Have your vision checked
3. Make your home safer (e.g., providing better lighting, removing rugs)
4. Have your health care provider review your medicines
5. Wear good shoes
6. Stay hydrated
7. Take your time and don't rush
8. Eat balanced meals and maintain a healthy diet
9. Pay attention and be in the moment when you're moving
10. Use an adaptive device, if recommended by your physician or therapist